

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Public Health	(2) MEETING DATE 12/13/2011	(3) CONTACT/PHONE Penny Borenstein 781-5519	
(4) SUBJECT Request to approve three renewal agreements and one new agreement with the Children and Families (First 5) Commission of San Luis Obispo for a total amount not to exceed \$513,219 and one renewal agreement (not to exceed \$276,340) with French Hospital Medical Center to promote early childhood development for fiscal years 2011-12, 2012-13, and 2013-14.			
(5) RECOMMENDED ACTION It is recommended that the Board: (1) approve and instruct the Chairperson to sign the four attached agreements with the Children and Families (First 5) Commission of San Luis Obispo County; (2) approve and instruct the Chairperson to sign the attached renewal agreement with French Hospital Medical Center; and (3) authorize the Health Agency Director to sign any amendments to the agreements that do not increase the level of General Fund support.			
(6) FUNDING SOURCE(S) Children and Families (First 5) Commission Tobacco Tax	(7) CURRENT YEAR FINANCIAL IMPACT \$171,073.00	(8) ANNUAL FINANCIAL IMPACT \$171,073.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation (Time Est. _____) <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A		(12) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) 19001102		(14) W-9 <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
(15) LOCATION MAP N/A	(16) BUSINESS IMPACT STATEMENT? No	(17) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date <u>10/27/09</u> Item A8_____	
(18) ADMINISTRATIVE OFFICE REVIEW			
(19) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Public Health / Penny Borenstein 781-5519

DATE: 12/13/2011

SUBJECT: Request to approve three renewal agreements and one new agreement with the Children and Families (First 5) Commission of San Luis Obispo for a total amount not to exceed \$513,219 and one renewal agreement (not to exceed \$276,340) with French Hospital Medical Center to promote early childhood development for fiscal years 2011-12, 2012-13, and 2013-14.

RECOMMENDATION

It is recommended that the Board:

- (1) approve and instruct the Chairperson to sign the four attached agreements with the Children and Families (First 5) Commission of San Luis Obispo County;
- (2) approve and instruct the Chairperson to sign the attached renewal agreement with French Hospital Medical Center; and
- (3) authorize the Health Agency Director to sign any amendments to the agreements that do not increase the level of General Fund support.

DISCUSSION

The First 5 Commission of San Luis Obispo County was created through Board approved ordinance in 1998 in response to the passage of Proposition 10, approved by the voters in November of 1998. Proposition 10 increased the tax on tobacco products and requires the funds generated to be used to improve existing programs or to establish new programs focusing on early childhood development between the ages of birth to five (5).

Beginning in January 2001, the First 5 Commission of San Luis Obispo County awarded the Public Health Department funding for two programs that promote early childhood development; Baby's First Breath and Babes at Breast Education and Support (BABES). In July 2007, the First 5 Commission provided grant funding for a third program, Children's Oral Health. All three programs have been awarded renewed funding from the First 5 Commission for another three-year period beginning July 1, 2011 and ending June 30, 2014. Due to a decline in revenues at First 5, all three programs have received cuts in funding from previous years. Stemming from a new five-year strategic plan done by First 5, the Commission has added funding for a new initiative in Perinatal Substance Abuse Prevention, beginning July 1, 2011 and continuing through June 30, 2014. All four agreements are discussed below.

Tobacco Education/Cessation (Baby's First Breath) – renewal agreement not to exceed \$165,000

The program provides cessation services Countywide to pregnant women and parents who both smoke and have children under age 5. Services are provided via self-referral and referral from obstetrics practitioners and other health care providers. This program also educates the community on the harmful effects of secondhand tobacco smoke with the goal of reducing its occurrence.

Babes at Breast Education and Support (BABES) – renewal agreement not to exceed \$258,219

BABES is a collaboration between the Women, Infants and Children (WIC) program and French Hospital Medical Center. The program encourages breastfeeding through direct services provided by a bilingual International Board Certified Lactation Consultant stationed in satellite WIC offices. The program is administered by the WIC program.

Children's Oral Health – renewal agreement not to exceed \$60,000

This program provides preventive oral health education, dental screenings, and referrals to dental services for prenatal women, infants, and children enrolled in the WIC program. Group oral health educational classes are provided to parents/caregivers biannually. This program is also administered by the WIC program.

Universal Perinatal Substance Abuse (PSAP) Screening & Brief Intervention Project – new agreement not to exceed \$30,000

This initiative is being supported by First 5 to augment training and educational materials provided to local obstetricians on screening assessments and brief intervention for all pregnant women concerning the use of tobacco, alcohol and other drugs during pregnancy. This program is administered by the Maternal, Child and Adolescent Health program.

In addition to the four direct service agreements described above, the County maintains a sub-contractor agreement with French Hospital Medical Center (FHMC) to implement lactation consultant services associated with the BABES Program. Attached is a renewal agreement for fiscal years 2011-12 through 2013-14 to provide lactation services in an amount not to exceed \$276,340. The BABES grant supports a .5 FTE bilingual lactation consultant who provides service in three satellite WIC offices (Paso Robles, Grover Beach and Nipomo). The lactation consultant is a full-time employee on staff at FHMC and devotes 20 hours a week to the WIC clinic-based services. This lactation consultant was an employee of the Community Health Centers of the Central Coast (CHCCC) until July 2009. In fiscal year 2009-10 CHCCC requested to eliminate that service from the contract it has held with the County since fiscal year 2004-05 for primary medical care, due to a reduction that year in the contract funding amount. FHMC came forward and offered to hire the lactation consultant and retain the program, which it was able to do in part because of additional support from the FHMC Foundation.

On January 4, 2011, your Board approved an amendment to the existing agreement with FHMC to expand the lactation services from half-time to full-time due to special Breastfeeding Peer Counseling funding from the United States Department of Agriculture (USDA) awarded to the WIC program. This additional funding is reflected in the total funding amount to FHMC. Unfortunately, as of the new federal fiscal year beginning October 1, 2011, the supplemental funding is no longer available and thus the service has been reduced back to 20 hours per week.

OTHER AGENCY INVOLVEMENT/IMPACT

The First 5 Commission of San Luis Obispo County approved renewal funding for these programs. French Hospital has agreed to partner in the implementation of the BABES grant. The Office of County Counsel has reviewed and approved the agreements as to form and legal effect.

FINANCIAL CONSIDERATIONS

The table below shows the amount of funding included in the present agreements as well as a comparison to the prior funding cycles.

<u>First 5 Funding</u>	<u>FY 2007-09 Actual</u>	<u>FY 2009-11 Actual</u>	<u>Average per annum FY 2007-11</u>	<u>FY 2011-14 Proposed</u>	<u>Per Annum FY 2011-14</u>
Tobacco Education/Cessation (Baby's First Breath)	\$293,244	\$148,000	\$110,311	\$165,000	\$55,000
Babes at Breast Education and Support (BABES)	\$416,666	\$416,666	\$208,333	\$258,219	\$86,073
Children's Oral Health	\$60,000	\$51,132	\$27,783	\$60,000	\$20,000
Perinatal Substance Abuse Prevention	n/a	n/a	n/a	\$30,000	\$10,000
Total Funding	\$769,910	\$615,798	\$346,427	\$513,219	\$171,073

The renewal agreement with French Hospital Medical Center is set at a maximum of \$276,340, which includes the three-year grant funding from First 5 in the amount of \$258,219, plus three months (July-September 2011) of supplemental funding, equal to \$18,121, from the USDA.

There is no General Fund support required for any of these programs. Each of the grants are included in the adopted FY 2011-12 budget. There are no County matching funds required in these programs.

RESULTS

Each of the recommended agreements support First 5-funded programs aimed at the Proposition 10 objective of improving early child development. Eligibility for participation is limited to children between the ages of 0 to five (5) and their families.

Baby's First Breath

FY 2010-11: In the past year, 74 pregnant women and/or parents of children 0-5 participated in smoking cessation classes, and the quit rate was approximately 25%. There were 50 additional local pregnant women or parents of children 0-5 who participated in cessation through telephone counseling offered by the state Tobacco Control Program. In addition, staff participated in 63 outreach events, ranging from visiting individual physicians offices, to speaking to participants in WIC and drug and alcohol programs, to staffing booths at health fairs. Staff also made 17 presentations at local preschools, educating the parents about the dangers of secondhand smoke, and visited 17 preschool classrooms presenting a puppet show on the dangers of tobacco to the children.

FYs 2011-14: Due to the cuts in funding, the secondhand smoke presentations to parents and the puppet shows at preschools will be eliminated. Cessations services and outreach to the community will continue. Our goal is for 100 pregnant women or parents of children 0-5 to participate annually in smoking cessation classes, and staff will participate in at least 50 outreach events each fiscal year.

BABES

FY 2010-11: In the past year, the program objectives were exceeded and 761 unduplicated women were provided breastfeeding education and support at satellite WIC sites.

FYs 2011-14: The WIC program will continue to subcontract with French Hospital Medical Center (FHMC) to support a .50 FTE Lactation Consultant who will provide breastfeeding education and support for at least 700 unduplicated breastfeeding mothers annually at three satellite WIC clinics (Paso Robles, Grover Beach and Nipomo).

Children's Oral Health

FY 2010-11: In the past year all program objectives were exceeded. Dental health education was provided to approximately 87 pregnant women each month; dental screening and education was provided to an average of 229 infants and their parents/caregivers each month and to an average of 395 children and their parents/caregivers each month. Educational classes were provided to 268 parents/caregivers. Tooth brushing demonstrations were provided to 188 parents/caregivers in conjunction with oral exams and fluoride varnish treatments for 197 children.

FYs 2011-14: WIC counselors will provide dental health education to at least 72 pregnant women each month; dental screening and education to 200 infants (under 12 months of age) and their parents/caregivers each month and to 300 children (ages 1- 5 years) and their parents/caregivers each month; and group educational classes on dental health to 150 WIC parents/caregivers. Tooth brushing demonstrations for parent/caregivers in conjunction with an oral health exam and fluoride varnish for their children will now be performed by the new Oral Health Program Manager.

Perinatal Substance Abuse Prevention Program

FY 2011-14: Public Health staff will continue to work with and encourage medical providers to screen pregnant women for the use of tobacco, alcohol and other drugs during pregnancy. The goal is San Luis Obispo medical providers will screen at least 80% of all pregnant women.

Approval of the four agreements with the First Five Commission of San Luis Obispo and the sub-contractor agreement with FHMC supports the countywide goal of a safe and healthy community.

ATTACHMENTS

1. First 5--Baby's First Breath Contract
2. First 5--BABES Contract
3. First 5--Children's Oral Health Contract
4. First 5--PSAP Contract
5. French Hospital Contract